

Message Text

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ACTION COME-00

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P R 241235Z AUG 76

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC PRIORITY 4055

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

AMCONSUL CALI

AMCONSUL GUAYAQUIL

UNCLAS RIO DE JANEIRO 3192

FROM EMBASSY COMMERCIAL COUNSELOR

E. O. 11652: N/A

TAGS: BEXP, BENC, BR

SUBJ: REVISIONS TO FY 1977 EVENT SCHEDULE

REF.: STATE 188559

1. THE TERM "ENERGY SYSTEMS" ENCOMPASSES A WIDE SPECTRUM OF PRODUCTS. SINCE PROPOSED TRADE MISSION WILL PROBABLY DEAL WITH ELECTRIC ENERGY SYSTEMS, WE WOULD LIKE TO POINT OUT THAT BRAZIL PROBABLY HAS LARGEST NUMBER OF MAJOR MANUFACTURERS IN THIS SECTOR OF ANY COUNTRY IN THE WORLD. LIST OF COMPANIES MANUFACTURING HERE READS LIKE A WHO'S WHO OF THE INDUSTRY: GENERAL ELECTRIC, WESTINGHOUSE, ASEA, BROWN-BOVERI, SIEMENS, VOITH, JEUMONT SCHNEIDER, AEG-TELEFUNKEN, GIE, MITSUBISHI, ISHIKAWAJIMA NOT TO MENTION BRAZILIAN COMPANIES MANUFACTURING UNDER LICENSE FROM BABCOCK & WILCOX, COMBUSTION ENGINEERING, NOHAB, ALSTHOM, MAHLER, KAWASAKI, ITOH AND OTHERS. SOME OBSERVERS BELIEVE THAT THE NUMBER OF COMPANIES IN THE MARKET

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IS ALREADY TOO LARGE. A NUMBER OF LOCAL SUPPLIERS HAVE HAD

TO INCREASE THEIR EXPORTS AND DIVERSIFY THEIR PRODUCT LINE IN ORDER TO MAINTAIN EXISTING INSTALLED CAPACITY. FOREGOING IS DOCUMENTED IN ADELA GMR ON MARKET FOR ELECTRIC ENERGY SYSTEMS IN BRAZIL DATED AUGUST, 1975.

2. FUTURE COMPETITION IN BRAZIL'S ELECTRIC ENERGY SYSTEMS SECTOR WILL REVOLVE AROUND CLEARLY-DEFINED AREAS WHERE THE NECESSARY TECHNOLOGY HAS NOT AS YET BEEN TRANSFERRED BY THE LARGE INTERNATIONAL SUPPLIERS TO THEIR SUBSIDIARIES OR LICENSEES IN BRAZIL. THE COMMERCIAL ADVANTAGE WILL FOLLOW THE NATIONALITY OF THE TECHNOLOGY ADOPTED, NOT JUST IN SALE OF TECHNOLOGY BUT IN EXPORTED HARDWARE AS WELL. ONE SUCH SECTOR IDENTIFIED IN LATEST "BEST PROSPECTS REPORT" IS ULTRA-HIGH VOLTAGE TRANSMISSION SYSTEMS. TRADE MISSION WOULD NOT BE APPROPRIATE PROMOTIONAL VEHICLE OF THIS SPECIALIZED AREA.

3. IN VIEW OF ABOVE, WE DO NOT RPT NOT BELIEVE THAT AN ENERGY SYSTEMS TRADE MISSION WOULD HAVE A FRUITFUL STOP IN BRAZIL AND RECOMMEND AGAINST ITS INCLUSION IN FY 77 EVENT SCHEDULE.
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